

Established Reputation

In the purchase of Diamonds, Watches, Jewelry, etc., you must depend upon the merchant for quality. As Shakespeare remarks in the "Merchant of Venice": "All is not gold that glitters." Neither is all gold that glitters. Neither do all watches answer the purpose for which they are intended, nor all diamonds of equal value. In making your purchases of "Everitt" you can depend absolutely on learning the truth about these things. Our reputation is the outgrowth of 30 years of honorable business in Albuquerque. You will find our store replete with the very best goods usually found at exclusive jewelers and as our trade is unusually large at this season of the year, so in proportion you will find our prices unusually reasonable.

Remember the quality of an article remains with you long after the price is forgotten.

As an inducement to morning shoppers we shall, on request, return 5 per cent of the cash on all purchases made before 1 o'clock each day until Christmas.

ESTD. 1863

Everitt

THE DIAMOND PALACE

RELIABLE WATCHMAKERS & JEWELERS

107 W. CENTRAL AVE.

ALBUQUERQUE, N. M.

Diamond Rings

Watches for Boys, \$1.00 to \$5.00.
Diamond Brooches.
Watches for Girls, \$2.00 to \$7.50.
Diamond Ear Rings.
Watches for Men, \$5.00 to \$100.00.
Diamond Studs.
Watches for Ladies, \$7.50 to \$100.
Diamond Links.
Bracelet Watches.
Diamond Brooches.
Scarf Pins.
Diamond Lavallieres.
Brooches.
Ear Rings.
Lavallieres.
Chains.
Necklaces.
Cut Glass, Genuine Hand Cut.
Clocks.
Toilet Sets.
Mantel Sets.
Silver Tea Sets.
Triple Plate Knives and Forks, \$3.50 set.

Sterling Silver.
Jewelry Boxes.
Shaving Sets.
Silver Deposit Ware.
Hand Painted China.
Cups, Umbrellas.

ESTD. 1863

Everitt

THE DIAMOND PALACE

RELIABLE WATCHMAKERS & JEWELERS

107 W. CENTRAL AVE.

ALBUQUERQUE, N. M.

THE ANGELUS HOTEL

One of the most beautifully furnished and modern hotels in the Southwest; newly equipped throughout. European plan. Third floor Lanza-Strickler Building. Second and Copper.
F. W. and A. M. HAMM, Props.

Crollott & Waters

FUNERAL DIRECTORS AND EMBALMERS—Lady Assistant.
111 West Lead; Phone, Night or Day, 578.

Springer

TRANSFER & COMPANY

PROMPT—REASONABLE—RELIABLE.
110 Gold Avenue.

LOCAL AND PERSONAL

Bebber Co., Opticians. Phone 409.
F. H. Rapp of Santa Fe is spending today in Albuquerque.

Congressman-elect George Curry of Tularosa was a visitor here last night.

W. F. Hogan of Cerrillos is visiting this city today.

Dr. J. F. Muller of Silver City is here today, having arrived last night.

A. J. Griffin of Santa Fe is a visitor in Albuquerque today.

A. E. Turner arrived from Madrid Sunday night and is spending Christmas here.

H. J. Wiggitt of Clovis is here for Christmas, having arrived last night. He is accompanied by Mrs. Wiggitt.

Robert T. Gage came in from Grants last night to spend Christmas in the city.

Powell Stockhouse and wife of San Antonio are visitors in Albuquerque today.

Mark Levy, salesman for the Simon Stern store, is in Santa Fe spending Christmas with his brother, Jake Levy.

F. E. Summers, superintendent of the Rio Grande division, is in the city to spend the holidays.

Ammon Dibert and Miss Dibert arrived last night from Santa Fe, and will spend the day here.

J. E. Evans of Clovis, trainmaster for the Santa Fe, is spending his Christmas holiday here.

F. J. Placher, H. Emory Davis and B. S. Jacobson make up a merry party of Helen people who are visitors in Albuquerque today.

Home blankets, carriage and auto lap robes at special sale prices, 20 per cent off for ten days. J. Korber & Co.

F. J. Mackie, trainmaster for the Santa Fe at Winslow, arrived last night to spend Christmas here with his family.

O. F. Higginson, trainmaster for the Santa Fe at Winslow, arrived last night to spend Christmas here with his family.

R. J. Moran, a postoffice inspector, who makes his headquarters here, arrived last night after a trip through the country to spend Christmas at home.

"Santa Claus, North Pole, 1911," is an entry on the register at Sturges hotel this morning, and a marginal notation says that his room rent has been paid. Many visitors have laughed over the queer entry today.

Ignatius Koch, son of Mr. and Mrs. I. B. Koch is here from Denver for the holidays. Ignatius, who has been attending college in Denver, has grown a foot and a half in six months and is now as big as his genial father, who is general manager of the American Lumber company plant.

Col. Willard S. Hopewell arrived last night from his ranch in Sierra county to spend the holidays at home. Colonel Hopewell says that reports of his death have been grossly exaggerated and that no matter what sort of telegrams the press may receive he will not be so classed as a dead one until he himself comes around and tells about it.

TWO DEUCES HAVE A BIG CHRISTMAS PARTY

A jolly Christmas party was that given last night by the Two Deuce club at its rooms on Gold avenue, to the members and their friends of the fair sex.

The feature of the occasion was a big Christmas tree laden with presents for every member and every invited guest. The club rooms were elaborately decorated in a manner in keeping with the festive season, and presented a scene of animated gaiety. Through the courtesy of Messrs. Leonard & Lindemann a large Victrola furnished delightful music throughout the evening. Not the least pleasing feature of the occasion was the delightful spread which was served.

The party broke up just before midnight. The Two Deuces are enjoying a season of remarkable activity and prosperity, and have already taken rank as one of the leading organizations of the younger social set of the city.

Whooping in the lungs indicates that phlegm is obstructing the air passages. BALLARD'S HOREHOUND SYRUP loosens the phlegm so that it can be coughed up and ejected. Price 25c, 50c and \$1.00 per bottle. Sold by All Druggists.

"I had been troubled with constipation for two years and tried all of the best physicians in Bristol, Tenn., and they could do nothing for me," writes Thos. E. Williams, Middleboro, Ky. "Two packages of Chamberlain's Stomach and Liver Tablets cured me." For sale by all dealers.

Thank You

We have had the best Christmas trade in our history, and it shall be our aim to deserve your continued patronage.

We wish you a Merry Christmas and a Happy New Year.

Strong's Book Store

HUNDREDS OF KIDS MADE GLAD BY ELKS YESTERDAY

Santa Claus Hands Out Presents to Youngsters of Albuquerque on Invitation of Albuquerque Lodge.

"Gee whiz, kid, them Elks are fine fellows," ejaculated a tow headed youngster yesterday afternoon as he emerged from the rear of the Elks' theater, carrying a stocking filled with apples, oranges, nuts and candies, a baseball and a Ty Cobb bat, and a rocking chair. The rocking chair the youngster explained was for his little sister, who was unable to attend the doings.

The remark made by this particular youngster differed but little from those made by the other ten or eleven hundred boys and girls, ranging in ages from two to fourteen, and sixteen years, who mounted the Elks' stage, submitted to a brief interview with Santa Claus or one of a dozen "busy assistants," and passed off the stage and out of the theater, their arms laden with gifts of many kinds.

Remarkable in many aspects was the Christmas tree celebration given by the Elks yesterday. The Best People outdid themselves in generosity and the affair was the biggest success of the kind ever attempted in Albuquerque. Adult spectators who speculated all during the celebration, could not wonder where all the "kids" came from. There were apparently thousands of them. Each and every youngster was provided with an abundance of enthusiasm and expectation and more necessary than anything else, a high pitched treble voice. When the youngsters passed out of the building after conversing with Santa Claus at close range they were provided with something more substantial than expectation, enthusiasm or the attenuated treble.

Excitement, expectation and enthusiasm burst into pandemonium shortly before 8 o'clock, following a brief but highly vivid talk to the youngsters by Mr. Robert Blaycock, of the Lion and the Mouse company. Mr. Blaycock, a great lover of children, and a man who was instrumental in having a child labor law passed in Missouri, graphically told the story of Santa Claus to the little ones. Reaching the climax of his narrative, Mr. Blaycock produced a final thrill within the youngsters, when he told them he heard the jingle of the bells on Santa Claus' sleigh as it approached the theater.

Wild with the spirit of the occasion, the youngsters fairly screamed as the curtain was slowly drawn up, revealing to their astonished gaze, Santa Claus in all his glory, being carried on to the stage on a sleigh drawn by a handsome horse, whose harness was covered with sleigh bells which gave the final merry jingle to the scene.

The rise of the curtain revealed in addition to Santa and his sleigh, a magnificent pine tree, around which were bunched in profusion thousands of sacks of goodies and presents. The tree was ablaze with electric lights. From the wings above a half dozen property men were kept busy for an hour dropping white confetti, producing a realistic snow scene.

At a word from Mr. Blaycock, the youngsters, upstairs and down, hundreds of them, began to scramble toward the stage, where Santa, impetuously to perfection by Fred Canfield, was ready to distribute the presents. In their eagerness, some of the children caused a crush in certain parts of the lines. The crushes did not result seriously, however, and every youngster finally had the happiness of being served, the last receiving just as generous a share of the presents as the first one over the stage.

All in all the Christmas celebration was a big success. Excited Euter Roy Stamm and his brother Elks did great

work and are to be congratulated upon the performance. Features of the entertainment part of the program yesterday were the selections rendered by the Indian school band, specialties by the Clifford children, a solo by Miss Franklin, and selections rendered by the Indian Meyer orchestra, and a violin solo by Clyde Ross.

MICHIGAN MUSICAL CLUBS ARE VERY MUSICAL

No Better Performance Ever Given in Albuquerque Than That of Collegians Saturday Night.

Perhaps the most noticeable thing about the University of Michigan musical organization is that it is really musical.

Thanks to the Santa Fe railroad, Albuquerque has heard many college glee and mandolin clubs in the last two years, some of which were good and others not so good. It is not too much to say that the Michigan clubs easily outclass any aggregation of the kind that has ever been to this city, and it is doubtful if they are surpassed by any similar college organization in the country.

Slapstick comedy and insane drivels of the rah-rah variety were conspicuously absent from the program rendered at the Elks' Saturday night. The collegians were content to rest their claim to recognition on the musical merit of their performance, and that they were justified in doing so was attested by the enthusiastic reception accorded them by the large audience which packed the house to the doors.

The voices of the glee club blended beautifully and possessed a richness and volume rarely found in college clubs. The mandolin club came up to the same high standard of excellence. There were classical music, but not too classical and not too much of it, and comedy that was really funny. The college songs were of the sort that make an old man feel young again and long to kick up his heels as high as in the days when he was a colt and turned out to grass. Too much can not be said in praise of the smoothness of this performance and the excellent taste shown in the selections rendered.

A college can not have a better advertisement than a musical organization like that of the University of Michigan.

Lame back may come from overwork, cold settled in the muscles of the back or from disease. In the two former cases the right remedy is BALLARD'S SNOW LINIMENT. It should be rubbed in thoroughly over the affected part, the relief will be prompt and satisfactory. Price 25c, 50c and \$1.00 per bottle. Sold by All Druggists.

USEFUL ARTICLES THAT WOULD MAKE SPLENDID PRESENTS.

White Bed Spreads, large size, heavy weight, in handsome patterns, \$2.45, \$2.75, \$3.00.
Table Cloths, turkey reds, and beautiful bleached linens, ranging from \$1.00 to \$3.00.
Extra large extra lace Christmas \$4.00
Silver gray All Wool Bed Blankets, \$2.25, \$4.00, \$5.50.
Bed Comforters, white cotton filled, \$1.50 to \$3.00.
Waffle Irons75
Carpets Sweepers \$2.50
Carpets Percolators \$2.00, \$4.00, \$4.50
Asbestos Bed Irons, per set \$2.00
Steel Davenport Couch \$4.00
A large comfortable, well made Go-Cart, only \$5.50
THE MAKE, Wm. Kieck, Proprietor, 211 South First Street.

Heartburn is a symptom of indigestion. Take a dose of HERRINE in such cases. The pain disappears instantly. The bowels operate speedily and you feel fine, vigorous and cheerful. Price 50c. Sold by all druggists.

When your feet are wet and cold, and your body chilled through and through from exposure, take a big dose of Chamberlain's Cough Remedy, bathe your feet in hot water before going to bed, and you are almost certain to ward off a severe cold. For sale by all dealers.

DUKE CITY CLEANERS

We clean hats, men's and women's clothing, rugs, curtains, draperies, etc. 220 West Gold. Phone 448.

Promptness Our Motto.

Toys Reduced

All Dolls and Toys are Reduced. Some 50c Toys 25c
Some \$1.00 Toys 50c
Some \$1.50 Toys \$1.00
\$3.00 Dolls \$2.25
\$2.00 Dolls \$1.50
\$1.50 Dolls \$1.15

Play Dishes are all reduced. All large Hocking Horses, Post Card Albums, Doll Ruggies, 50c.

100 lbs. 20c Cans, Saturday the 200 lbs. of Mixed Nuts at .20c

We have yet most anything you may want in the Toy Line.

Special Low Prices on Violon-pedcs.

\$1.75 Moving Picture Machines \$1.25

DOLDE'S

210-212 South Second St. OPEN EVENINGS.

Reduced Prices!

We have made some material price reductions on Suits and Overcoats Sweater Coats Underwear and other things---see us before buying.

Simon Stern

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We are now prepared to do business and solicit your orders. We guarantee good, hand-screened coal.

PROMPT DELIVERY 2000 pounds to the Ton

YARD-Fruit Avenue and A. T. & S. F. Tracks.

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COAL AND WOOD

Phone 251 First and Granite

American Hotel

REMODELED AND REFURNISHED THROUGHOUT.

Transient rates, 50c per day. Comfortable and attractive rooms for gentlemen, by the month, from \$8 to \$12. A few, convenient housekeeping rooms.

Mrs. O. Dinsdale, Prop. 502 1/2 West Central Avenue.

For the best saddle horses in the city call phone No. 3, W. L. Trimble, 113 North Second street.

FRESH BREAD, ROLLS, PIES AND CAKES.

HOME BAKERY

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Milk and Cream. Phone 420.

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The pay is good, the work congenial, and promotion rapid in the U. S. Civil Service. If you are an American man or woman over 18 you are eligible for any government position. If you pass the Civil Service Examination. To learn how you can qualify in your spare time, write for our free Civil Service booklet. M. CHITON Hogeland, representative of International Correspondence Schools, Box 142, Albuquerque, N. M.

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PRACTICAL PLUMBERS AND TINNERS
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Try Login Cabin Maple Syrup

The most delicious and best flavored maple syrup on the market.

Charles Ilfeld Company

Wholesalers of Everything
Las Vegas, Albuquerque, Santa Rosa

GRAY HAIR MAKES YOU LOOK OLD

A Simple Remedy Brings Back the Natural Color--Dandruff Quickly Removed.

How often one hears the expression, "She is gray and beginning to look old." It is true that gray hair usually denotes age and is always associated with age. You never hear one referred to as having gray hair and looking young.

The hair is generally the index of age. If your hair is gray, you can't blame your friends for referring to you as looking old. You can't retain a youthful appearance if you allow your hair to grow gray. Many persons of middle age jeopardize their future simply by allowing the gray hair to become manifest. If your hair has become faded or gray, try Wych's Sage and Sulphur Hair Remedy, a preparation which a chemist by the name of Wych devised a few years ago. It is simple, inexpensive and practical, and will banish the gray hairs in a few days. It is also guaranteed to remove dandruff and promote the growth of the hair.

It is a pleasant dressing for the hair, and after using it a few days itching and dryness of the scalp entirely disappear. Don't neglect your hair. Start using Wych's Sage and Sulphur today, and you will be surprised at the quick results.

This preparation is offered to the public at fifty cents a bottle, and is recommended and sold by all druggists.

HELLO, CHRISTMAS PARCELS Messengers and baggage by the bunch. Bryant's Parcel Delivery will do this. Call 901-502.

PHONE 403.

ALBUQUERQUE PLANING MILL COMPANY

OLDEST AND MOST RELIABLE

403 S. First St. Albuquerque, N. M.

E. E. Washburn Co.

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